

CLAIMS

What is claimed is:

1 1. A method of business engagement, comprising the steps of:
2 defining an engagement model which will be used to address a
3 marketplace requirement;
4 thereafter using said engagement model to create an
5 industry-wide engagement template applicable to all
6 businesses in said marketplace;
7 modifying said industry-wide engagement template to address
8 requirements of a specific client within said marketplace;
9 and
10 thereafter measuring, monitoring, and controlling a client
11 engagement based upon said modified industry-wide engagement
12 template.

1 2. The method of claim 1, further comprising the steps of
 2 enabling a generic engagement model for addressing said
 3 marketplace requirement, and generating work product
 4 descriptions specified by said engagement model.

1 3. The method of claim 1, further comprising using said
 2 engagement model to create a plurality of industry-wide
 3 engagement templates each said template applicable to all
 4 businesses in each of a respective plurality of industries
 5 in said marketplace.

1 4. The method of claim 2, wherein said generic engagement
 2 model includes definitions of best practices and reusable
 3 assets.

1 5. The method of claim 1, further including the step of
 2 creating attack, resource, and deployment plans for said
 3 client engagement using said modified industry-wide
 4 engagement template.

0982414-04504
T05790-3728860

1 6. The method of claim 2, further including the step of
2 cyclically redefining said modified industry-wide engagement
3 template while deploying said work product descriptions.

1 7. The method of claim 1, further including the step of
2 allocating resources to further attack said marketplace
3 requirement based upon said monitoring.

1 8. A computer program product for instructing a processor to
2 assist in performing a business engagement process, said
3 computer program product comprising:

4 a computer readable medium;

5 first program instruction means for defining an engagement
6 model which will be used to address a marketplace
7 requirement;

8 second program instruction means for thereafter using said

9 engagement model to create an industry-wide engagement
10 template applicable to all businesses in said marketplace;

11 third program instruction means for modifying said
12 industry-wide engagement template to address requirements of
13 a specific client within said marketplace; and

14 fourth program instruction means for thereafter measuring,
15 monitoring, and controlling a client engagement based upon
16 said modified industry-wide engagement template; and wherein

17 all said program instruction means are recorded on said
18 medium.

1 9. The computer program product of claim 8, wherein one or
2 more of said program instruction means are adapted to permit
3 entry or exit from said respective program instruction
4 means.